

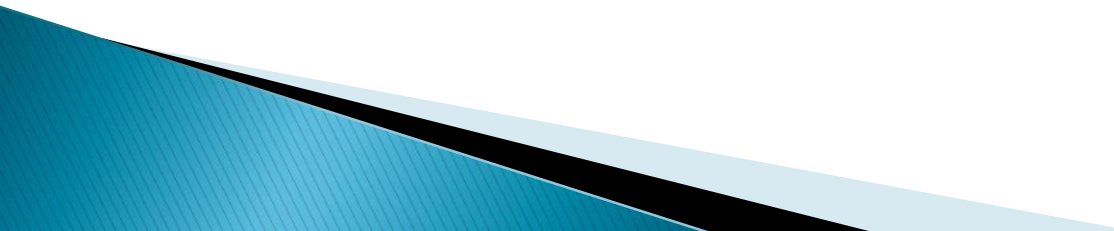
Bringing it all together!

How to take your data and use it to develop a prevention plan.

Recording

This webinar is being recorded and archived, and will be available to all webinar participants.

We may also share this recording with individuals who were unable to participate in this event. Please contact the webinar facilitator if you have any concerns or questions.



SAMHSA / CSAP PREVENTION STRATEGIES

THE CENTER FOR SUBSTANCE ABUSE
PREVENTION (CSAP)
HAS DEVELOPED & RECOGNIZES
SIX PREVENTION STRATEGIES

*A comprehensive approach using as many or all six prevention strategies works best!

<http://www.samhsa.gov/>



CSAP PREVENTION STRATEGIES

1. **Dissemination of Information**

This strategy provides information about the nature of drug use, abuse, addiction and the effects on individuals, families and communities. It also provides information of available prevention programs and services. The dissemination of information is characterized by one-way communication from the source to the audience, with limited contact between the two. Examples of methods used for this strategy include the following:

- ❖ **Clearinghouse and other information resource centers**
- ❖ **Resource Directories**
- ❖ **Media Campaigns**
- ❖ **Brochures**
- ❖ **Radio and Television Public Service Announcements**
- ❖ **Speaking Engagements**
- ❖ **Health Fairs**

* NOT EFFECTIVE AS STAND ALONE



CSAP PREVENTION STRATEGIES

2. Prevention Education

This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it is based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills and critical analysis (e.g. of media messages). Examples of methods used for this strategy include the following:

- ❖ **Classroom and Small Group Sessions**
 - ❖ **Parenting and Family Management Classes**
 - ❖ **Peer Leader and Peer Helper Programs**
 - ❖ **Education Programs for Youth Groups**
 - ❖ **Groups for Children of Substance Abusers**
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CSAP PREVENTION STRATEGIES

3. **Alternative Activities**

This strategy provides for the participation of the target populations in activities that exclude drug use. The assumption is that because constructive and healthy activities offset the attraction to drugs, or otherwise meet the needs usually filled by drugs, then the population would avoid using drugs. Examples of methods used for this strategy include the following:

- ❖ **Drug-free Social and Recreational Activities**
- ❖ **Drug-free Dances and Parties**
- ❖ **Youth and Adult Leadership Activities**
- ❖ **Community Drop-in Centers**
- ❖ **Community Service Activities**
- ❖ **Mentoring Programs**

*NOT RECOMMENDED AS STAND ALONE



CSAP PREVENTION STRATEGIES

4. **Community-Based Processes**

This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for drug abuse disorders. Activities in this strategy include organizing, planning, enhancing the efficiency and effectiveness of service implementation, building coalitions and networking. Examples of methods used for this strategy include the following:

- ❖ **Community and Volunteer Training (e.g. neighborhood action training, training of key people in the system)**
 - ❖ **Systematic Planning**
 - ❖ **Multi-Agency Coordination and Collaboration**
 - ❖ **Accessing Service and Funding**
 - ❖ **Community Team-Building**
- 

CSAP PREVENTION STRATEGIES

5. Environmental Approaches

This strategy seeks to establish or change community standards, codes and attitudes, thereby influencing the incidence and Prevalence of drug abuse in the general population. Examples of methods used for this strategy include the following:

- ❖ **The Establishment and Review of Drug Policies in Schools**
- ❖ **Technical assistance to communities to maximize local enforcement procedures governing the availability and distribution of drugs.**
- ❖ **The Review and Modification of Alcohol and Tobacco Advertising Practices**
- ❖ **Product Pricing Strategies**
- ❖ **Social Norms Strategies**
- ❖ **Media Literacy**

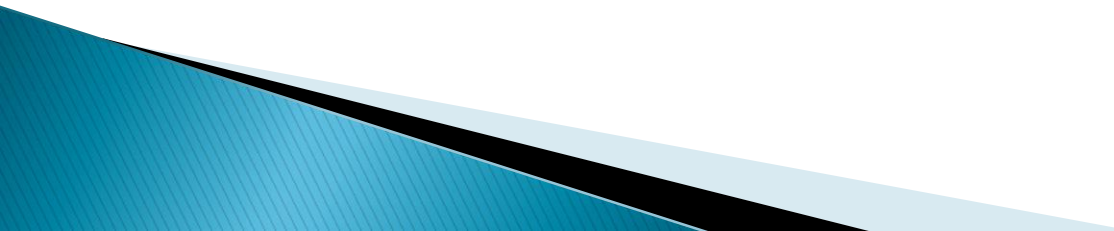
CSAP PREVENTION STRATEGIES

6. Problem Identification and Referral

This strategy aims to identify those who have indulged in the illegal use of drugs in order to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if an individual is in need of treatment. Examples of methods used for this strategy include the following:

- ❖ **Driving-while-intoxicated Education Programs**
- ❖ **Employee Assistance Programs**
- ❖ **Student Assistance Programs**
- ❖ **Teen Courts**

Block Grant Requirements

- ❖ Under this grant, it is acceptable to use one prevention plan for multiple counties.
 - ❖ Environmental and Coalition Building only
 - ❖ Block Grant prevention specialists will take the lead on the data work books. Exception is the partnership county's where prevention specialists do not live.
 - ❖ Supervision hours are not billable hours.
- 

Tasks under the Block Grant

Coalition

Compliance
check

Let's
Control
It

Media

Policy

Reward &
Reminder

Partnership Requirements

Environmental prevention effort must include five interdependent components or strategies. To achieve sustainable, systemic change, a project must address all five components:

Media Advocacy
Applied data and research
Community Organizing
Policy Development
Enforcement

** ICS are in the RFP*



Partnership Requirements

1. Media Advocacy

- **Is the critical element that links individual model components into a cohesive whole. Media advocacy establishes issues or interest such as substance abuse on the public agenda. Identifying appropriate community members, including youth, to become spokespeople and training them on strategic media work.**

Examples:

Letters to the editor; feature stories; visual information boards.



Partnership Requirements

2. Applied data and research

- **Is utilized at all stages of a campaign to identify the magnitude of a problem, assess readiness, guide program direction and evaluate outcomes. Data collection supports the need for community interventions, demonstrates changes that occur, and brings prevention science closer to communities.**

Examples:

Data collection can be found in surveys, polls, focus groups and key informant interviews.



Partnership Requirements

3. Community Organizing (strategy teams)

- **builds support among necessary youth and adult community members and organizations, businesses, law enforcement agencies and policy-makers by engaging them to create positive change within their communities. Bringing the right people together at the appropriate time results in new policies and other positive changes.**

Examples:

Gathering 2-4 people who focus on one objective, i.e. policy change.

Partnership Requirements

4. Policy Development

- **Supports change in environmental and community conditions, and policy implementation drives campaign strategies and media plans. Before new laws or regulations are proposed, a thorough analysis needs to be conducted of existing policies and potential improvements in a community.**

Examples:

Social host laws; practices or procedures within businesses; update regulations to fit the environment.



Partnership Requirements

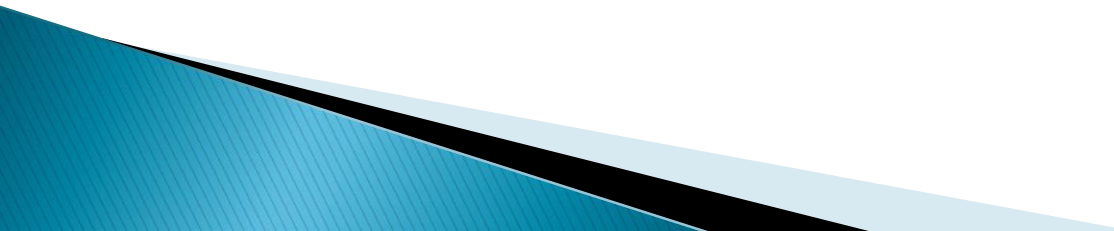
5. Enforcement

- **Ensures consistent application of new and existing policies, practices and procedures in a prevention system. While partnerships are facilitated with local, state, and federal enforcement officials to address crime, community participation for monitoring is essential for any policy to be effective. Monitoring compliance enables measurement of the effectiveness of policies.**

Example:

If a county enacts a policy for community events, such as a beer garden, is this working? How is it being enforced?

Unique to the Partnership

- ❖ There must be one plan for each county.
 - ❖ No coalition building– only community organizing (2–4 people with one goal in mind who then take it to a coalition.)
 - ❖ No duplication of prevention plans. If there is an overlap of tasks between Block Grant and PFS (i.e. Media), the goals and outcomes must be different.
- 

Interpreting the data

How to incorporate all the hard work you have done.

Ranking of Casual Factors

After all the hard work and crunching of data, you were able to come up with a ranking of your causal areas and rationale points. Now how to take this information and use it effectively to create a prevention plan.

Score

Rank

Causal Area

5

4

Retail Availability

7

2

Criminal Justice

8

1

Social Availability

2

6

Promotion

3

5

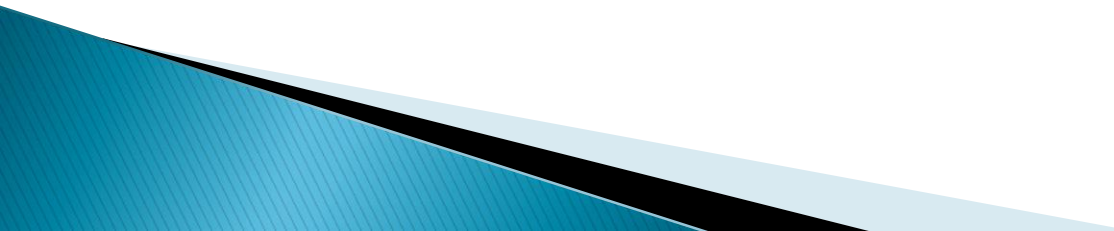
School Policy

6

3

Medical Field Info

Pick out your top 2 or 3 areas to address.

- ▶ Look at the data that was gathered for that topic.
 - ▶ If there is a policy already in place and it is not working, look at what could be done to make it effective.
 - ▶ If a community is not ready for policy changes, look at strategies for community readiness.
 - ▶ If DUI's are not being prosecuted, look into why they are not being prosecuted.
- 

Rationale's

Example:

1.) Social Availability: remains the #1 issue in XYZ County. There is an underlying attitude of acceptance across the community that alcohol is not only present, but also a welcome member of the XYZ County community. Long- standing traditions and attitudes that continue to prevail in the adult community are passed down to the current generation of would be consumers of alcohol. Students often cite “there’s nothing to do” and adults in the community often echo the sentiment. School, law, ministerial and community leaders speak of the need for change, but often feel defeated by the size of the task and often feel alone in the battle.

Program: Prevention Organization Name

CSAP Strategy:	Environmental					
Activity:	Media Advocacy					
Risk Factors Addressed:	Favorable Attitudes					
Protective Factors Addressed:	Opportunities for pro-social involvement					
Target Population of Activity	Parents and Youth	Number Expected to Reach:				1,500
Target Population you will work with:	Strategy Team	Number Expected to Work With:				5
If I am successful in this activity, the end result will be:	<ul style="list-style-type: none"> Weekly newspaper article on activities for community Weekly public announcement for community activities Monthly article on Substance Use prevention 					
TASKS		SPF Step	Counties Performed in:	Projected Completion Date:	Actual Start Date:	Actual Completion Date:
1.	Identify members for the strategy team (Possible article writers: Mayor, local doctor, student from High School paper, representative from the newspaper, representative from local radio station, representative from chamber of commerce). Write letters inviting people to be members. Follow up with phone calls. <ul style="list-style-type: none"> Deliverable: Copy of letters sent inviting people to be a member of the strategy team. Telephone log. 	C	XYZ County	10/31/14		
2.	Schedule a meeting with confirmed members of the strategy team. The role of members and responsibilities will be decided. <ul style="list-style-type: none"> Deliverable: Meeting notes 	P	XYZ County	11/30/14		

3.	Provide TA in the form of trainings, as needed, to promote media advocacy vs. news making; spokesperson skills. <ul style="list-style-type: none"> • Deliverable: Sign in sheets from each training. Training materials. 	I	XYZ County	06/30/15		
4.	Meet with representative from HS newspaper to determine if other media outlets are needed to reach youth (tweets, face book posts, handouts, contests) <ul style="list-style-type: none"> • Deliverable: Meeting notes. 	I	XYZ County	01/15/15		
5.	Gather base line data comparing media advertising for alcohol related activities compared to the advertising for pro-social activities. <ul style="list-style-type: none"> • Deliverable: baseline numbers 	A	XYZ County	11/30/14		
6.	Every 3 months compare the media advertising for alcohol related activities compared to the advertising for the pro-social activities. Is the message being heard? <ul style="list-style-type: none"> • Deliverable: - Newspaper articles, HS paper articles, chamber of commerce ads, 	E	XYZ County	02/20/15 05/30/15		
7.	At the end of the year, conduct key informant and community member interviews as was done for part 2 of the data work book to compare the current attitude and perception. <ul style="list-style-type: none"> • Deliverable: Data work book interviews 	E	XYZ County	06/30/15		
8.						
9.						

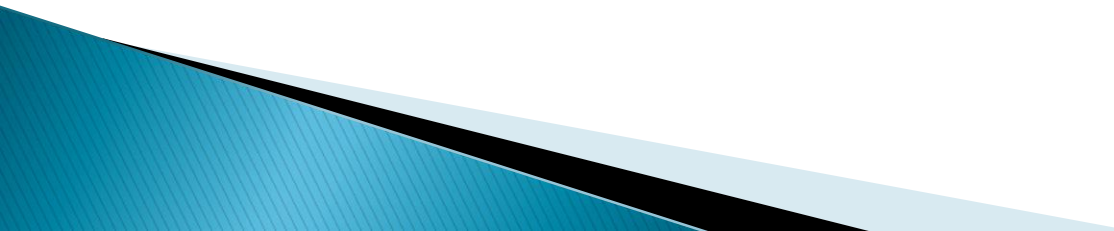
SPECIAL NOTE!

04/01/14 – Submitted new work plan – PS

Rationale's

Example:

2.) Criminal Justice: Law enforcement, attorneys and judges are on board in XYZ County and continue to build trusting relationships with each other. Training is ongoing and professional dialogue and regular communication is evident at all levels – as is affirmation for jobs well done. There is a need for community support of increased enforcement efforts and the XYZ Coalition is committed to working with LEO and media to portray the efforts from a community health and safety, pro-social viewpoint. The perception is that older adults buy alcohol for minors at community events, such as the big fourth of July rodeo.



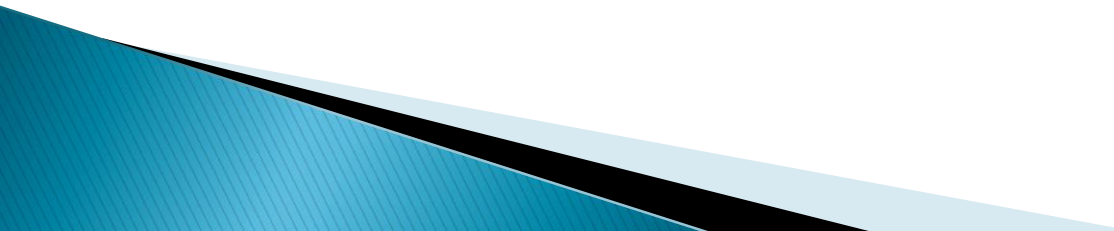
Program: Prevention Organization Name

CSAP Strategy:	Environmental					
Activity:	Enforcement					
Risk Factors Addressed:	Availability, transitions & mobility					
Protective Factors Addressed:	Commitment to change and team work					
Target Population of Activity	Adults who buy alcohol for minors. Perception that Law Enforcement is enforcing the law.	Number Expected to Reach:				20,000
Target Population you will work with:	All area law enforcement: city police, county sheriff's, highway patrol.	Number Expected to Work With:				6
If I am successful in this activity, the end result will be:	<ul style="list-style-type: none"> Implementation of shoulder taps at 3 community events. 					
TASKS		SPF Step	Counties Performed in:	Projected Completion Date:	Actual Start Date:	Actual Completion Date:
1.	Research methods and implementation of "Shoulder Taps" <ul style="list-style-type: none"> Deliverable: Step by Step plan, handouts to take to meetings 	A	XYZ County	10/31/14		
2.	Schedule a meeting with law enforcement to discuss possible implementation of shoulder taps at community events. <ul style="list-style-type: none"> Deliverable: Meeting notes 	C	XYZ County	11/30/14		

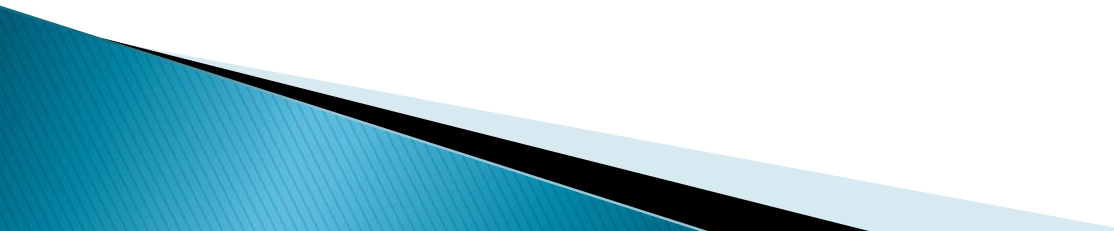
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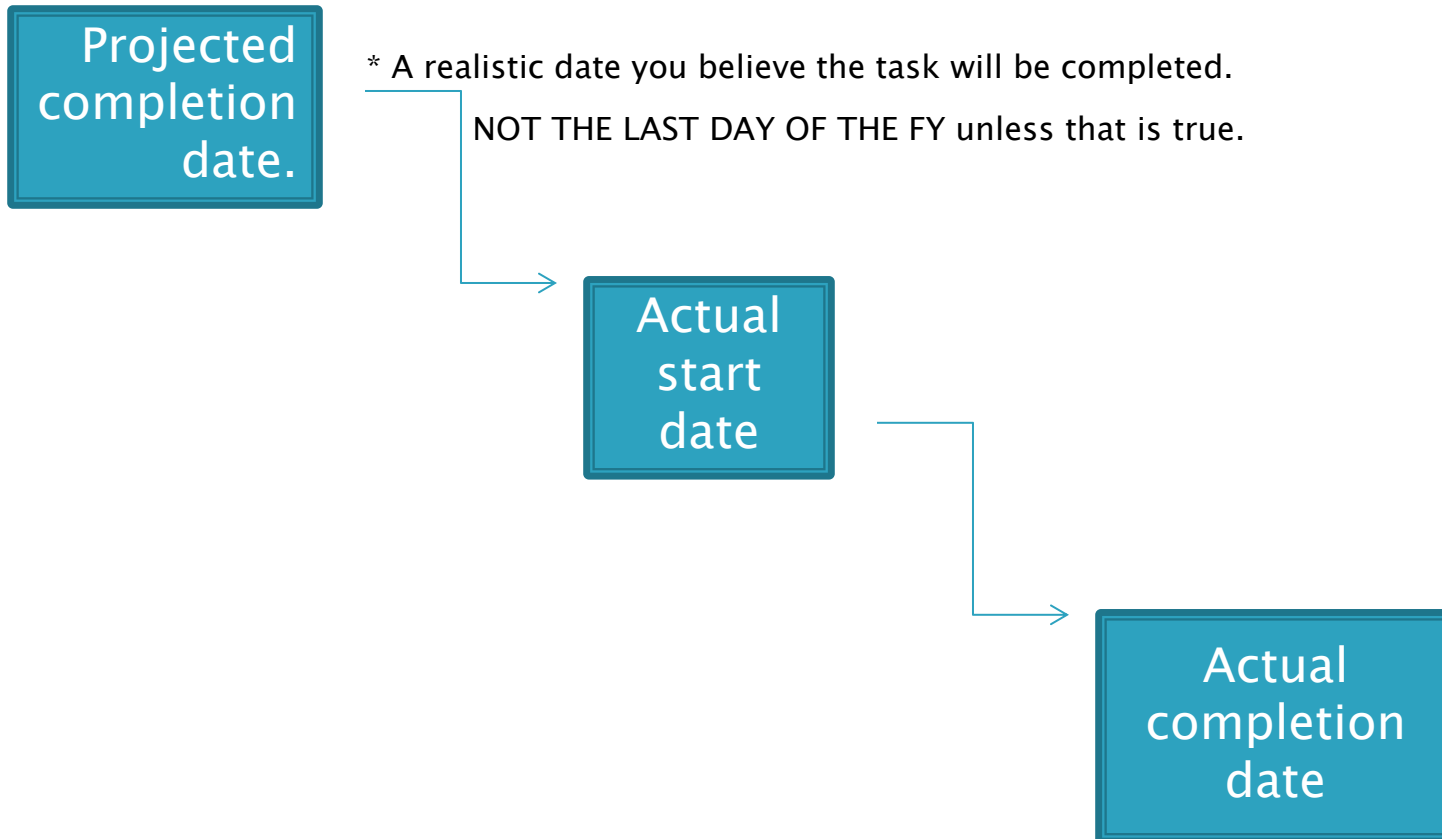
Each Task Should be able to answer the following questions:

- ▶ *What* is your role with the task.
 - ▶ *How* often will you be doing this?
 - ▶ *Who* will you work with?
 - ▶ *Why* are you doing this?
- 

Deliverables

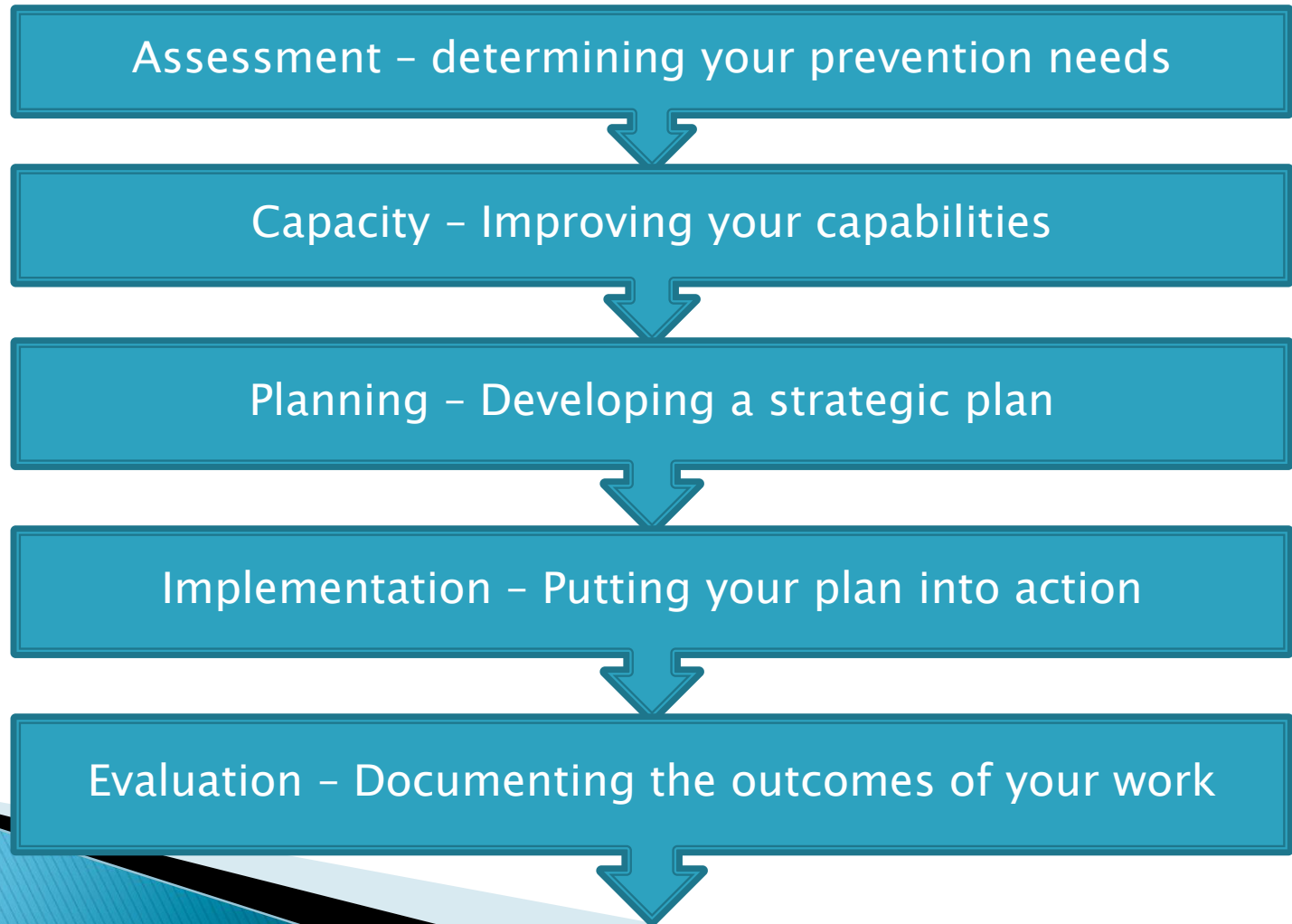
- ❖ Make sure to list deliverables under each task.
 - ❖ Some examples are: Notes, Agendas, flyers, documents, Survey results, Minutes and sign in sheets.
 - ❖ *If you are audited, can you prove the tasks you do?*
- 

Dates



When in doubt

Return to the steps of prevention



Thank you all so much !